



COURSE DESCRIPTION CARD - SYLLABUS

Course name

Marketing Research [N1IZarz1>BM]

Course

Field of study

Engineering Management

Year/Semester

3/5

Area of study (specialization)

–

Profile of study

general academic

Level of study

first-cycle

Course offered in

Polish

Form of study

part-time

Requirements

compulsory

Number of hours

Lecture

16

Laboratory classes

0

Other

0

Tutorials

16

Projects/seminars

0

Number of credit points

4,00

Coordinators

dr hab. inż. Ewa Więcek-Janka prof. PP
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Lecturers

Prerequisites

The Student defines the concepts of marketing, marketing strategy, marketing management, buyer, customer, supply and demand. The Student characterizes the scope of business operations and explains the marketing mix 4P and 4C tools for the product range. The Student explains the application of statistical tests: chi-square, T-student, C-Pearson, V-Kramer. The Student creates: SWOT, PEST and product life cycle analysis; matrices: BCG, GE, McKinsey; marketing plan. The Student creates the characteristics of the company's client in accordance with the ABC division. The Student can design a promotional campaign including: advertising, PR, direct sales, complementary promotion and sponsorship. The Student is responsible for the timely implementation of tasks. The Student actively participates in both lecture classes and exercises. The Student is able to work in a group and make group decisions. The Student follows the norms of social life. The Student is determined to solve tasks creatively and realize assigned projects.

Course objective

Developing the potential of knowledge, skills and attitudes for creating and implementing a marketing research process.

Course-related learning outcomes

Knowledge:

The student discusses the essence, objectives, types, and scope of marketing research, including classification and research criteria used in marketing studies [P6S_WG_08].

The student presents the process of designing marketing research, including identifying the research problem, formulating hypotheses, and selecting research methods [P6S_WG_09].

The student characterizes different stages of forming the research process, including scheduling research activities and organizing marketing research [P6S_WG_10].

The student describes methods of sample selection and measurement sources in marketing research, including defining the research population and selecting a sample method [P6S_WG_18].

Skills:

The student applies descriptive statistical methods, qualitative and quantitative analysis to analyze data from marketing research [P6S_UW_01].

The student performs analysis and reduction of raw data, using appropriate methods and tools [P6S_UW_02].

The student designs and constructs a research instrument, considering methods and measurement errors in the field [P6S_UW_06].

The student prepares and presents research reports, including principles of presenting marketing research results [P6S_UW_07].

Social competences:

The student assesses cause-and-effect relationships in conducting marketing research and applies research findings to make marketing decisions [P6S_KK_02].

The student integrates knowledge from marketing research in the product creation process, considering various systemic aspects [P6S_KO_02].

The student demonstrates professionalism and ethical conduct in designing and conducting marketing research, respecting the diversity of opinions and cultures [P6S_KR_02].

Methods for verifying learning outcomes and assessment criteria

Learning outcomes presented above are verified as follows:

Knowledge gained during lectures: 100 % points. 50 % points can be obtained in partial tests on the ekursy.put.poznan.pl platform. Another 50% points from the final exam (the exam can be carried out in one of three forms: oral, written, open). Skills and competences acquired as part of the exercises will be verified by the implementation of projects: 100 points. Assessment range (for lectures and exercises):

- 0 - 50 % points - 2.0
- 51-60 % points - 3.0
- 61-70 % points - 3.5
- 71-80 % points - 4.0
- 81-90 % points - 4.5
- 91-100 % points - 5.0

Programme content

1. The essence, goals, types and scope of marketing research.
2. Marketing research and marketing information system.
3. Features of marketing research.
4. Classification of marketing research.
5. Criteria for marketing research.
6. The course of shaping the research process.
7. Research design:
 - a. Identifying the research problem,
 - b. General and specific problems,
 - c. Research theses / hypotheses,
 - d. Main questions and specific questions.
8. Research activity schedule.
9. Organization of marketing research (time, area, commitment).
10. Sampling:
 - a. Define the study population,
 - b. Characteristics of the tested unit,

- c. Selection of the sample selection method,
- d. Determining the sample size.
- 11. Selection of measurement sources.
- 12. Selection of research method.
- 13. Construction of the research instrument.
- 14. Methods and errors of measurement in the field.
- 15. Methods of editing and reducing raw data.
- 16. Methods of descriptive analysis.
- 17. Methods of qualitative analysis.
- 18. Methods of quantitative analysis.
- 19. Rules for writing a research report.
- 20. Rules for the presentation of marketing research results.

Course topics

1. The Essence, Goals, Types, and Scope of Marketing Research
 Definition and Importance of Marketing Research: What it is and why it matters.
 Goals of Marketing Research: The primary objectives of conducting research.
 Types of Marketing Research: Basic classifications, e.g., quantitative vs. qualitative research.
 Scope of Marketing Research: The aspects of the market and consumers being studied.
2. Marketing Research and Marketing Information Systems
 Connection Between Marketing Research and Information Systems: How research supports marketing information systems.
 Functions of Marketing Information Systems: The types of information collected and how it's used.
3. Characteristics of Marketing Research
 Features of Marketing Research: Attributes that distinguish marketing research.
 Quality of Research: Factors affecting the quality of marketing research (reliability, validity, accuracy).
4. Classification of Marketing Research
 Types of Research: Exploratory, descriptive, causal.
 Classification by Data Collection Techniques: Field research, surveys, panel studies.
5. Criteria for Marketing Research
 Criteria for Choosing Research Methods: How to select appropriate research methods.
 Factors Influencing Research Choices: Data availability, budget, time constraints.
6. The Development Process of the Research Project
 Steps in the Research Process: From identifying the problem to presenting results.
 Organizing the Research Process: Managing time, resources, and personnel in the research process.
7. Research Design
 Identifying the Research Problem: Defining the problem to be researched.
 General and Specific Problems: Differences and how to define them.
 Research Hypotheses: Formulating research hypotheses.
 Main and Specific Questions: How to formulate research questions.
8. Research Activity Schedule
 Creating a Research Timeline: Planning the stages of the research.
 Planning Resources and Deadlines: Managing time and resources in research.
9. Organization of Marketing Research (Time, Area, Engagement)
 Planning Research: Managing time and resources.
 Field Research Logistics: Organizing fieldwork.
10. Sample Selection
 Defining the Target Population: Determining who will be studied.
 Characteristics of the Sample Unit: What attributes the sample unit should have.
 Choosing the Sampling Method: Random vs. non-random sampling methods.
 Determining Sample Size: How to choose the appropriate sample size.
11. Selection of Measurement Sources
 Data Sources: Choosing appropriate sources of data for research.
 Evaluating Sources: How to assess the quality and reliability of data sources.
12. Selection of Research Method
 Research Methods: How to choose the right method for marketing research.
 Evaluating Research Methods: The pros and cons of different research methods.
13. Development of Research Instruments
 Creating Research Tools: Designing questionnaires, interviews, surveys.

Testing Instruments: How to test and validate research tools.

14. Methods and Errors of Field Measurement

Measurement Techniques: Methods for data collection in the field.

Measurement Errors: Types of errors and how to prevent them.

15. Methods for Editing and Reducing Raw Data

Preparing Data for Analysis: How to prepare data for further analysis.

Data Reduction Techniques: Techniques for cleaning and reducing data.

16. Descriptive Analysis Methods

Descriptive Data Analysis: How to conduct basic data analysis.

Analysis Techniques: Tools and techniques for descriptive analysis.

17. Qualitative Analysis Methods

Qualitative Analysis: How to analyze qualitative data.

Analysis Techniques: Coding, content analysis, discourse analysis.

18. Quantitative Analysis Methods

Quantitative Analysis: Techniques for analyzing quantitative data.

Statistical Analysis Methods: How to apply statistical methods in data analysis.

19. Principles of Writing a Research Report

Structure of the Report: How to organize a research report.

Writing Guidelines: How to effectively present research findings.

20. Principles of Presenting Marketing Research Results

Presentation Techniques: How to present research results effectively.

Presentation Tools: Use of graphical and multimedia tools for presentations.

Teaching methods

Lecture, talk (discussion), presentation, project.

Bibliography

Basic:

Więcek-Janka, E. (2020). *Badania marketingowe. Pojęcia, metody, narzędzia*. Poznań: Wydawnictwo Politechniki Poznańskiej.

Additional:

Więcek-Janka E. (2015), *The essentials of marketing research*, Wydawnictwo Politechniki Poznańskiej (ISBN 978-83-775-368-2).

Churchil, G. (2002). *Badania marketingowe. Podstawy metodologiczne*. Warszawa: PWN.

Więcek-Janka, E., Kujawińska, A. (2011). *Projektowanie badań marketingowych*. Poznań: Wydawnictwo Politechniki Poznańskiej.

Więcek-Janka, E. (2000). *Badania marketingowe [w] Mantura W. (red). Marketing przedsiębiorstw przemysłowych*.

Breakdown of average student's workload

	Hours	ECTS
Total workload	100	4,00
Classes requiring direct contact with the teacher	35	1,50
Student's own work (literature studies, preparation for laboratory classes/ tutorials, preparation for tests/exam, project preparation)	65	2,50